

Independence DAY

CELEBRATION PLANS

EVENT	PARTICIPATING
COOKOUT/BBQ/PICNIC	62%
FIREWORKS/COMMUNITY CELEBRATION	44%
PARADE	12%
TRAVEL/VACATION	13%
OTHER	6%
NOT CELEBRATING	13%

OVERALL INDEPENDENCE DAY SPENDING



87%

Of people plan to celebrate Independence Day in the U.S.



\$13.6 MILLION

The dollar value of fireworks imported to Missouri this year (Jan-April) from all countries



\$94.41

Expected average spending per person on Independence Day food items in the U.S.



\$9.4 BILLION

Expected total spending on Independence Day food items in the U.S.

MISSOURI FACTS



72.2 MILLION

Americans will travel over 4th of July week



LIBERTY AND INDEPENDENCE

Most Patriotic city names in Missouri



2,107

The number of Food and Beverage Retailers for 3Q 2025, employing 44,564 workers and paying an average weekly wage of \$584



57

Missouri is home to 57 state parks and hundreds of local parks, perfect for picnicking and enjoying community festivities